



FR Europe assists The Federation of Small Businesses to strengthen its Policy Team

Towards the end of 2008, FR Europe was delighted to secure the Federation of Small Businesses as a new client. The FSB is the UK's leading lobbying organisation representing the self-employed and owners of small businesses with over 215,000 members across all industries, trades and services.

The global economic downturn affecting the UK's small businesses resulted in the FSB accelerating its lobbying activities significantly in 2008, leading to a requirement to strengthen the policy function within its Westminster Press & Parliamentary Office. Having discussed the requirements with the Policy Manager and Head of HR, it was clear that the FSB wanted to try an approach which was different to that of simply receiving CVs of candidates registered with agencies.

Our solution was to develop a microsite with a title specifically aimed at policy roles to provide detailed information about the FSB and the 3 vacant positions - Policy Advisors x 2 - EU & International Affairs and Policy Advisor, Health & Safety & Better Regulations. This was supplemented with advertisements in targeted media and a Google campaign to "signpost" candidates to the microsite.

We received an excellent response to the ad' campaign, with some 200 responses from highly appropriate candidates, who were asked to complete a competency-based questionnaire. Over 30 candidates were invited for initial Consultant interviews, with 14 of these presented to the FSB, after they had completed Psychometric Assessment measures. All 3 roles were successfully filled and additionally, we were able to fill an extra vacancy which arose during the project within the FSB's Regional Policy Team.

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